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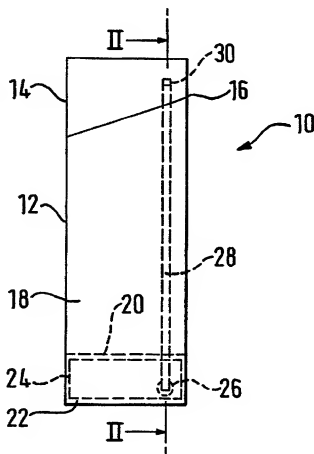
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(54) Title: PACKET



(57) Abstract: A packet (10) incorporates a miniature audio device (24) capable of playing an electronically recorded audible message on actuation of a switch (26) particularly on opening of the packet (10) or otherwise gaining access to the packet contents. The device (24) could play a pre-recorded message containing speech and/or music, and/or could replay a message recorded by the consumer. The packet (10) may contain cigarettes or other individual articles, the device (24) preferably being located within a separate compartment (22) contained within the packet (10).



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